

# Older candidates take the lead on social media | Axios

By Sara Fischer

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Michael Bloomberg, Bernie Sanders and Joe Biden — all close to 80 — are pushing the boundaries on social media, while their younger Democratic presidential rivals are comparatively staying out of the fray.

**The big picture:** President Trump's unexpected rise to political power has shown Democrats and world leaders the power of harnessing popular internet culture to get elected.

**Driving the news:** Bloomberg's strategies of [hiring meme creators](#) and [paying people to promote his brand](#) are just a few examples of the way the 78-year-old former New York City mayor is pushing the boundaries on social media.

[...]

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